

Political Affiliation and Beyond

Political Segments for Experian Audience IQ



Engage your constituents using messaging that resonates with them on political affiliation, psychographic, and lifestyle attributes.

With Experian® Audience IQSM, reach your audience with display or advanced TV advertising using the specific message created for that segment. Encourage advocacy or influence voting behavior by interweaving demographic, psychographic and attitudinal attributes in your ads.

Kick-Start Your Campaign

As a full-service addressable platform provider, we enable you to:

- Use external political lists for your online display advertising campaigns
- Tailor your message by geography or voting districts
- Execute quick-to-market packages that launch within weeks

Select from three solution packages for building your political ad campaign:

1. Off-the-Shelf Package
2. Custom Package
3. Direct Match Package

Off-the-Shelf Package

Allows for quick deployment in conveying your message to constituents.

Select from any of these pre-built models:

Political Affiliation Model

- Democrat
- Republican
- Independent
- Non-Registered

Political Contributions Model

- Political Conservative
- Political Liberal
- Political Organizations

Social Causes Model

- Political Conservative
- Political Liberal

Or combine them with Political Affiliation to create segments such as:

- Non-Registered voters that contribute to Political Organizations
- Independent voters interested in Liberal Social Causes
- Political Conservative contributors that vote Republican

Custom Package

Create your own custom segments by combining our pre-built models with demographic/psychographic data elements. We'll be able to find those specific audience segments at scale via online display or addressable TV.

Sample attributes to select from:

- GEO (State, Zip, DMA)
- Income
- Age
- Business owner
- Occupation

Mix and match any of the attributes to create segments such as:

- Colorado residents that vote Democrat
- Business owners that vote Independent
- Teachers that vote Democrat
- Politically conservative household with income of \$100k +

Please talk to your account executive to learn more about our custom segments.

Direct Match Package

Provide us with your campaign list and we'll perform a direct match against the list to reach those audiences digitally. There is no need to spend extra ad dollars targeting the wrong audience, since we help you reach your specific audience online and via TV through our industry leading secure and privacy compliant matching process.

We also provide data-appending services, which help enhance your campaign list with additional demographic and psychographic attributes. This is helpful because an enhanced campaign list gives you the ability to use tailored messaging based on a more complete profile of our audience.

For example, if you segment your list into "People who have donated within the last year" and "People who have volunteered within the last year", Experian® Audience IQSM can append additional data to that list. We can identify whether those people were conservative or liberal, thus providing you an opportunity to provide customized messaging to your base.

Your enhanced campaign list gives you the ability to create tailored campaigns using different messaging based on that particular segment.

How to Get Started

You can call 1 800 918 8960 or email audienceiqsales@experian.com to learn more. Visit us online at www.experian.com/PoliticalAdvertising

Protecting Consumer Privacy Responsibly

Responsibly Experian Marketing Services is a trusted steward of the data it collects, maintains and utilizes. Through industry leading technologies, processes, and personnel, we strive to ensure the secure, appropriate and responsible use of all consumer data entrusted to us.

You may read about Experian Marketing Services' data stewardship practices, as well as Audience IQ's privacy statements, at www.experian.com/audienceiq.



© 2011 Experian Information Solutions, Inc. • All rights reserved

Experian and the Experian marks used herein are service marks or registered trademarks of Experian Information Solutions, Inc.

Other product and company names mentioned herein are the property of their respective owners.

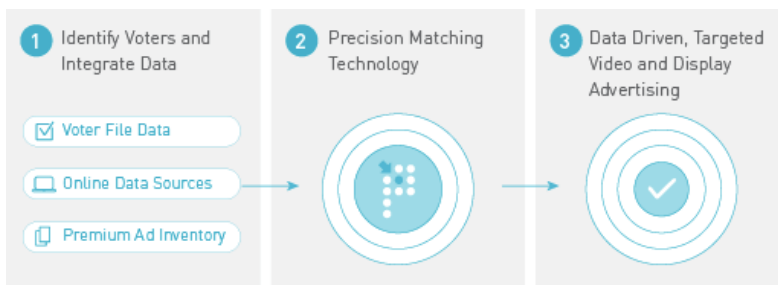
December 2011

[How it Used to Work](#)[Why Precision](#)[How Precision Works](#)

How Precision Works

Integrated to national Progressive voter and other data files, Precision is the largest platform of its kind to bring together sophisticated matching services with the most premium online inventory. Our individual level data is already integrated into the best-performing demand side platform (DSP), all ad exchanges, all three major online portals and many of the best premium ad networks.

How Precision Works



Data Driven, Voter Targeting

With the same precision of modern direct mail, our technology gives us the ability to offer efficient supporter outreach at a fraction of the cost. Audience targeting, rather than just buying space on websites, is more precise than any voter outreach program done in the past. You can target by:

- Electoral: Voter ID, Party, Voting Frequency, Election Campaigns
- Demographic: Gender, Age
- Economic: Income, Net Worth, Donor History
- Behavioral: Online/Offline Purchases, Content Subscriptions, Online Browsing Habits
- Database Matching: Match your list (i.e. direct mail) to our network and target your online advertising to them specifically.



DSPOLITICAL

HOME OF THE POLITICAL COOKIE.

[Jim Walsh](#) / [Chris Massicotte](#)



Intermarkets Precision Targeting with Aristotle's National Voter File

As the largest collection of voter information in the United States, [Aristotle's](#) National Voter File has long been considered the industry standard for targeted messaging offline. With the help of [Lotame's](#) Unifying DMP, [Crowd Control](#), we've brought Aristotle's immense data warehouse online so you can micro-target ads using the [Intermarkets Audience Targeting Platform](#). With access to more specific voter segments, you can tailor your persuasive messaging to convert readers into donors, volunteers, and voters.

"Our mission at Aristotle has always been to provide a broad range of information, technology, and services on a non-partisan basis, to facilitate the democratic process," said Aristotle CEO John Aristotle Phillips. "This level of sophistication will raise the bar in politics and we are thrilled to be at the forefront of the innovation with Intermarkets."

Reach the Folks that Others Can't

With over 500 demographic and behavioral attributes within Aristotle's database, you can reach distinctive subsets like:

- States or congressional districts
- Democrats only, Republicans only, Independents only, or any combination
- More than one million FatCat™ contributors to state campaigns
- Contributors to religious, animal rights, environmental organizations and other issue-oriented organizations in your state
- SuperVoters™ who vote in primaries in your state or district
- Target Facebook users based on their voting histories (New!)

Make Your Campaign Dollars Work Harder

To enhance your campaign results, Intermarkets offers a transparent **CPM** pricing model that clearly discloses the cost of the underlying media. Other online advertising services buy this inventory and then mark it up by 400% or more. Intermarkets shows you exactly what the media costs are and passes the savings onto you.

Big Data Means Bigger Results. Maximize Your Campaign Today!

To learn more about how big data can take your campaign to the next level, contact us by filling out the quick contact form in the sidebar to your right.



MARKETWIRE

Beyond Words

AddThis
Google Analytics
Omniure
Twitter Button

[Sign In](#)[Register](#)[Français](#)[Marketwire Blog](#)[Contact Marketwire](#)[News](#)[Site](#)[PRODUCTS AND SERVICES](#)[NEWS ROOM](#)[KNOWLEDGE SHARING](#)[MEDIA RELATIONS](#)[News Room](#)[Additional Links and Tags](#)[Email](#)[Print Friendly](#)[Share](#)**SOURCE: Resonate Networks**

April 28, 2011 09:00 ET

Resonate Networks and DataLogix Partner to Provide Political and Advocacy Clients Unprecedented Suite of Services to Engage Existing Members and Prospects

Two-Year Partnership Makes Resonate Networks the Exclusive Online Advertising Partner of DataLogix's OnRamp® Capability in Advocacy and Political Verticals

RESTON, VA--(Marketwire - Apr 28, 2011) - [Resonate Networks](#), the online media company that connects advertisers with audiences based on values, beliefs and attitudes, today announced that it has entered a two-year partnership with DataLogix. The partnership makes Resonate Networks the exclusive online advertising partner of DataLogix OnRamp for advocacy and political use.

The DataLogix OnRamp capability enables membership-driven organizations to directly communicate online with their existing members, providing an ability to custom tailor messaging and a call to action optimized to motivate them. Advocacy and political advertisers already use Resonate's Human Values Targeting™ to richly profile audiences based on values, beliefs, and attitudes on key issues and reach them through online advertising with awareness-building and recruiting campaigns.

By partnering with DataLogix, Resonate Networks provides advocacy and political groups one-stop shopping for best in class online services to effectively identify and reach new members, as well as communicate online with their existing constituents.

As a result, Resonate will offer two distinct but complementary services:

1. Using Human Values Targeting™, advocacy groups and political campaigns can target those like-minded audiences who are 'persuadable' to the cause, with an ability to use specific messaging optimized to convince them to become a member or vote for a candidate.
2. Using DLX OnRamp, Resonate clients will be able to target existing members with whom the advocacy or political organization already has a valued relationship, with an ability to use specific messaging that reinforces the benefits of membership or seeks to spur greater member participation, creating real economic value through increased likelihood of membership renewal and future donations.

"For the first time, both advocacy organizations and political entities can create distinct messages for existing members and prospects, reaching both sets in a way that appeals to their beliefs and values," said Bryan Gernert, CEO, Resonate Networks. "By collaborating with a market leader like DataLogix, Resonate is a powerful partner for campaign managers looking to more effectively extend their reach online, which will be particularly useful as we enter the 2012 political campaign season."

"Resonate's depth in online advertising for advocacy and political clients is unmatched, so they were the perfect partner to bring our OnRamp capability to these new markets," said Chris Scoggins, SVP and GM, DataLogix. "When DLX OnRamp is used in conjunction with Resonate's Human Values Targeting, it becomes a very effective tool to motivate and grow issue oriented groups online with a new level of precision in message targeting."

About Resonate

Technorati Keywords:

[Resonate Networks](#) [online advertising](#)
[DataLogix](#) [Bryan Gernert](#) [Human Values](#)
[Targeting](#)

Resonate is the first online ad company to connect advertisers with audiences by understanding why people engage with a brand, campaign or issue. Its unique approach asks people about the values that drive their decisions allowing Resonate to deliver the right audience in the most optimal locations online. The result: ad campaigns that deepen convictions and change minds in a way that traditional online advertising can't. Visit www.resonatenetworks.com to learn more.



Email

Print Friendly

Share

[News Room](#)

View Related News

About this company [Resonate Networks](#)
From this industry [Professional Services](#)
From this sub-industry [Advertising, PR and Marketing](#)

See all [RSS Newsfeeds](#)

MARKETWIRE

[About Marketwire](#)

US: 1.800.774.9473

[Site Map](#)

Canada: 1.888.299.0338

[Privacy](#)

UK: +44.20.7220.4500

Follow Marketwire



© 2012 Marketwire, Incorporated. All rights reserved.

Blog

Targeted Victory Partners with Lotame to Expand Audience Targeting Platform

March 12, 2012 By [Matthias Reynolds](http://www.targetedvictory.com/author/mreynolds/) (<http://www.targetedvictory.com/author/mreynolds/>)

ALEXANDRIA, March 12, 2012 – Leading political digital strategy firm Targeted Victory announced today that through its partnership with Lotame, the firm will expand its Audience Targeting Platform (ATP) for use across all Targeted Victory clients in 2012. ATP is a revolutionary new way for clients to increase voter interest and engagement by utilizing multiple ad types in a targeted and efficient manner.

Targeted Victory has collaborated with online audience data and ad targeting firm Lotame for over two years developing ATP, which utilizes Lotame's intuitive data management platform, Crowd Control, to access and apply actionable audience data across all political campaigns. ATP digitizes traditional consumer data, allowing clients to access the high-level targeting of a traditional media campaign online. This translates into a more efficient, effective system for managing digital ad campaigns at scale.

"We're building the best targeting system in politics," said Targeted Victory Co-founder Michael Beach. "And Lotame's Crowd Control data management platform is bringing us to the next level. Because we can now use Crowd Control on our own, we've brought a lot more of our media buying in-house. We've expanded our team."

Targeted Victory's clients include Republican candidates and political organizations, whose campaigns will benefit from this enhanced ability to reach the right voters online. Lotame's Crowd Control studies consumers' habits online and correlates those actions with data from surveys and email, and additionally with offline information, such as voter registration data – all in an anonymous and privacy-safe manner.

"Conservative voters are spread out all over the place," Beach said. "They're hard to find using geographic targeting. That's why Lotame's data is so helpful."

Targeted Victory's clients include the presidential campaign of former Massachusetts Governor Mitt Romney, Senator Scott Brown of Massachusetts, Wisconsin Governor Scott Walker, and a host of other House and Senate races and organizations.

"Even the best campaign message is wasted if it falls on the wrong ears," said Lotame CEO Andy Monfried. "We're pleased to empower a partner as nimble and smart as Targeted Victory to help its candidates reach the voters and prospective voters they want to reach. We look forward to working together on the exciting campaigns of 2012."

About Targeted Victory

Targeted Victory (TV) is a leader in online advertising, mobile communications, social networking, and integrated data management for political candidates and causes. Along with our technology services, we provide comprehensive web design and development services and strategic campaign management. Targeted Victory offers services in four core areas: mobile communication, online advertising, new media planning and integrated data management. We provide all of our clients with a custom strategy to best achieve their organizations goals, incorporating a combination of these core services and others that fit your needs. For more information, please visit: www.targetedvictory.com (<http://www.targetedvictory.com>).

About Lotame

Lotame empowers innovative publishers, agencies, and brands to unlock the full value of their audience data with its industry-leading data management platform, Crowd Control. Founded in 2006 with offices in New York, Maryland and Boston, Lotame activates first and third-party audience data while ensuring quality, enforcing security and protecting user privacy. To learn how our data-driven platform delivers superior results for leading publishers, agencies and brands, visit www.lotame.com (<http://www.lotame.com>).

Internet Users are No Longer Anonymous



1993



- Lives in Pennsylvania 13th Congressional District
- 19002 zipcode
- Registered primary voting Republican
- High net worth household
- Age 50- 54
- Teenagers in the home
- Technology professional
- Interested in politics
- Shopping for a car
- Planning a vacation in Puerto Rico

2011

11

100 1st Street SE, 2nd Floor Washington, DC 20003 202.544.5411



11 / 37



Stop the CFPA



HOW ONLINE ADS MOVE VOTES IN POLITICAL C...



Toomey Google Case Study



Chris Christie for Governor 2009 - Campa...



CampaignGrid New Media Campaign Richard ...



Grid targeting overview january 2012

by CampaignGrid on Jan 31, 2012

57
views

More...